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**FACSIMILE TRANSMITTAL**

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**TO:**

Name: Mail Stop AMENDMENT  
 Art Unit 3622/Examiner Arthur Duran

Firm: U.S. Patent & Trademark Office

Fax No.: 571-273-8300

Subject: U.S. Patent Application No. 09/605,695  
 Filed: June 28, 2000  
 INTELLIGENT MEDIA TARGETING SYSTEM  
 AND METHOD  
 Attorney Docket No. 108.0003-00000  
 Customer No. 22882  
 Confirmation No.: 6334

**FROM:**

Name: Amedeo F. Ferraro

Phone No.: 310-286-9800

No. of Pages: (including this): 8

Date: December 7, 2005

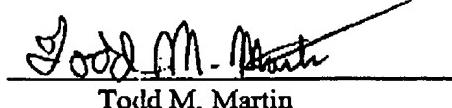
Confirmation Copy to Follow: NO

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**CERTIFICATE OF TRANSMISSION UNDER 37 CFR 1.8**

I hereby certify that the attached Transmittal Form (in duplicate; \$1,020.00 total fee to cover the \$1,020 three-month extension fee is to be charged to Deposit Account No. 50-1068) and Reply to Office Action are being facsimile transmitted to the U.S. Patent and Trademark Office on December 7, 2005.



Todd M. Martin

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FORM PTO-1083

DEC 07 2005

Attorney Docket No.: 108.0003-00000  
Customer No. 22882

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Steven Michael Schein

Serial No. 09/605,695

Filed: June 28, 2000

For: INTELLIGENT MEDIA TARGETING SYSTEM  
AND METHOD

Confirmation No.: 6334

Art Unit: 3822

Examiner: Arthur Duran

Mail Stop AMENDMENT

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

Dear Sir:

Transmitted herewith is a reply to the Office Action dated June 9, 2005 in the above-identified application.

- No additional fee is required.  
 Applicant hereby requests a three-month extension of time to respond to the above office action.

The fee has been calculated as shown below:

	(Col. 1) CLAIMS REMAINING AFTER AMENDMENT		(Col. 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Col. 3) PRESENT EXTRA*	LG/SM \$ ENTITY FEE	ADD'L FEE DUE
TOTAL CLAIMS FEE	33	-	37	--	LG=\$50 SM=\$25	\$ 0
INDEPENDENT CLAIMS FEE	8	-	8	---	LG=\$200 SM=\$100	\$ 0
FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIMS					LARGE ENTITY FEE = \$380 SMALL ENTITY FEE = \$180	\$
					TOTAL	\$ 0

- \* If the entry in Col. 1 is less than the entry in Col. 2, write "0" in Col. 3.
- If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, write "20" in this space.
- If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, write "3" in this space. The "Highest Number Previously Paid For" (Total or independent) is the highest number found from the equivalent box on Col. 1 of a prior amendment or the number of claims originally filed.
- A total fee in the amount of \$1,020 to cover the \$1,020 three-month extension of time fee is to be charged to Deposit Account No. 50-1068.
- The Commissioner is hereby authorized to charge any deficiencies of fees associated with this communication or credit any overpayment to Deposit Account No. 50-1068. A copy of this sheet is enclosed.
- Any filing fees under 37 C.F.R. § 1.16 for the presentation of extra claims
- Any patent application processing fees under 37 C.F.R. § 1.17

Respectfully submitted,  
MARTIN & FERRARO, LLP

By:



Amadeo F. Ferraro  
Registration No. 37,129

Date: December 7, 2005

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FORM PTO-1083

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DEC 07 2005

Attorney Docket No.: 108.0003-00000  
Customer No. 22882

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Steven Michael Schein

Serial No. 09/605,685

Filed: June 28, 2000

For: INTELLIGENT MEDIA TARGETING SYSTEM  
AND METHOD

Confirmation No.: 6334

Art Unit: 3622

Examiner: Arthur Duran

Mail Stop AMENDMENT

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

Dear Sir:

Transmitted herewith is a reply to the Office Action dated June 9, 2005 in the above-identified application.

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 Applicant hereby requests a three-month extension of time to respond to the above office action.

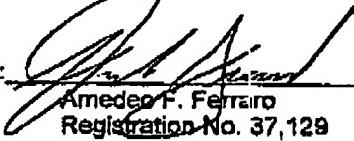
The fee has been calculated as shown below:

	(Col. 1) CLAIMS REMAINING AFTER AMENDMENT		(Col. 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Col. 3) PRESENT EXTRA*	LG/SM \$ ENTITY FEE	ADD'L FEE DUE
TOTAL CLAIMS FEE	33	-	37	**	LG=\$50 SM=\$25	\$80
INDEPENDENT CLAIMS FEE	8	-	8	***	LG=\$200 SM=\$100	\$200
FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIMS					LARGE ENTITY FEE = \$80 SMALL ENTITY FEE = \$180	\$
					TOTAL	\$ 0

- \* If the entry in Col. 1 is less than the entry in Col. 2, write "0" in Col. 3.
- \*\* If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, write "20" in this space.
- \*\*\* If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, write "3" in this space. The "Highest Number Previously Paid For" (Total or Independent) is the highest number found from the equivalent box on Col. 1 of a prior amendment or the number of claims originally filed.
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- Any filing fees under 37 C.F.R. § 1.16 for the presentation of extra claims
- Any patent application processing fees under 37 C.F.R. § 1.17

Respectfully submitted,  
MARTIN & FERRARO, LLP

Date: December 7, 2005

By:   
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Hartville, Ohio 44632  
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Transmittal of Amendment.DOC

DEC 07 2005

PATENT

Attorney Docket No. 108.0003-00000  
Customer No. 22882

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: ) Confirmation No.: 6334  
Steven Michael Schein )  
Serial No.: 09/605,695 ) Group Art Unit: 3622  
Filed: June 28, 2000 ) Examiner: Arthur Duran  
For: INTELLIGENT MEDIA TARGETING)  
SYSTEM AND METHOD )

MS Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

**REPLY TO OFFICE ACTION**

In reply to the Office Action dated June 9, 2005, the period for reply having been extended for three (3) months by a request for extension and fee payment filed concurrently herewith, Applicant submits the remarks set forth below for consideration by the Examiner.

In the Office Action, the Examiner rejected claims 1-7, 9-15, 17-20, 22, 23, and 25-37 under 35 U.S.C. § 103(a) as being obvious over U.S. Patent No. 5,892,900 to Ginter et al. ("Ginter") in view of U.S. Patent No. 5,848,396 to Gerace ("Gerace"). To the extent that the rejection is understood, Applicant respectfully traverses the Examiner's rejection for at least the reasons set forth below.

**I. The Examiner's motivation to support the combination of Ginter and Gerace is inapplicable in view of the disclosure of Ginter.**

The Examiner states in the Office Action that "it would have been obvious to one having ordinary skill in the art at the time the invention was made to add Gerace's further features on tracking user responses to content and targeting a user to Ginter's presenting a user content and profiling a user. One would have been motivated to do this in order to better present a user with information of interest." (Office Action, page 23, paragraph 4). Applicant respectfully submits that the Examiner's asserted motivation is inapplicable because as noted by the Examiner, Ginter discloses